Goskills

Creating a Buzz

GoSkills online course syllabus

Skill level
Beginner

Lessons
16

Pre-requisites
No prior experience needed

Video duration
29m

Estimated study time
29m 52s

Instructor
Jeff Fenster

Introduction

1 Build a following by building a buzz
There are key traits of companies that build a powerful brand.

2 The power of a buzz
When your company has a buzz, people will be following it. After watching this video, you'll be able to identify the key traits of building a buzz.

Creating a Buzz Principles

3 Use momentum
One of the best ways to sustain a buzz is to have momentum with your brand and your services.

4 Hard, smart, passion
Are you extremely passionate about what you're doing with your company?

5 Know your why
Most businesses don't truly understand the problem they are trying to solve. After watching this video, you'll be able to identify your why.

Buzz Flywheel

6 The buzz flywheel
The buzz flywheel is a powerful tool that outlines all of the activities you should be doing to generate interest.

7 The buzz flywheel: Growth
You must be extremely passionate about growth. After watching this video, you will be able to describe how you'll build growth with your strategy.

8 The buzz flywheel: Personal Brand

You should be leveraging a personal brand to grow a business.

9 The buzz flywheel: People

The people on your team are uniquely positioned to carry out the mission of your organization.

10 The buzz flywheel: Customers

Customers are the heart of the business opportunity you're taking advantage of.

11 The buzz flywheel: Press

Your local press is a great method for generating a buzz. After watching this video, you'll be able to reach your local press more effectively.

12 The buzz flywheel: Money

Money is at the heart of a business. After watching this video, you'll be able to use money more effectively to reach your goals.

Compounding the Buzz

13 Create a buzz with Social Media

Social media marketing is only effective if you know how to do it well.

14 Podcasts spread the word

Podcasts are a great way to spread the word about your company. After watching this video, you'll be able to appear on podcasts to promote your brand.

15 Get an Award

Have you ever considered getting an award? After watching this video, you'll be able to apply and receive awards.

Conclusion

16 Start creating your buzz

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